

FSC-35-A	2/26/96	TO: ROM										
SUBJECT: 1996 DORAL Business-Building Retail Program			PARTIAL DISTRIBUTION									
DISTRIBUTION:			11	21	x	33	51	62	x			
X	AVP	X KAM	12	22	x	34	54	63	x			
X	RSM	Reg.Mil./DF Mgr.	13	23	x	35	56	66	x			
X	RBM	DM	16	x	26	x	36	58	x	67	x	
X	ROM		17	x	29	x				69	x	
			18	x								

(Please disseminate to the appropriate personnel. Brochures U.S. mailed to ROU offices.)

In order to achieve greater retail presence, distribution and sales, a **"DORAL Business Building Program"** has been developed for your independent convenience/gas and small food outlets with 75-99 cartons per week (industry sales volume) in the DORAL priority regions plus nine priority DORAL divisions. This program should not be implemented in our retail partners accounts or in PM exclusive accounts.

Program Details

The program consists of the following three semi-permanent impactful items that should be positioned to the retailer as a **"DORAL Business Building Kit"**:

- 1-DORAL Semi-permanent Tower Counter 30-Pack Display
- 1-DORAL Metal Wall-Mounted Thermometer (7" x 17")
- 1-DORAL Wall-Mounted Dry Erase Board (20" x 26")

Item #506783 (each kit consists of 3 items)

Retailers will be issued a \$15 monthly payment if all the three items are maintained. If the account has complied, Field Sales should issue the monthly payment during normal call coverage.

Poquet Reporting Code: **DOR BUS BLDG KIT** Rate: **\$15**
 Reporting Dates: **4/1/96-12/27/96**

All materials and display payments for the program will be funded from the DORAL brand; however, any discounting associated with this program should be funded out of your:

- DORAL Consumer Pricing Budget
- DORAL DPC displays should also be directed to these identified outlets for additional promotional support.

Selling Aids

Retail pocket brochures which depict the three items and explain the program will be available through your ROU. The brochure will also include a tear-off order form for the Sales Rep to verify the retailer's SIS number and store shipping address. The form should be returned to the ROU for ordering instructions. (Direct store delivery is recommended to expedite the start-up of the program)

Timing

Field Sales may begin selling this program as soon as possible. Items will be available for order by your ROU immediately. Kits will be available for shipment on March 15 for delivery to retail accounts beginning April 1.

51859 8182

ROU Details

DORAL Kit (1-Tower Display, 1- Thermometer & 1-Dry Erase Board)

Item #506783 (1/SKU)

Available for Order: Immediately

Available for Shipment: March 15

Allocations available for viewing: February 26

(Your region's allocations are based on 80% of independent convenience/gas and small food outlets 75-99 cartons - attached.)

Selling brochures (packed 25/SKU) will be mailed to your ROU the week of February 26. Please distribute to the appropriate field sales personnel along with this communication.

DORAL Priority Regions/Divisions included in this program are:

NESA

16 Buffalo

17 Pittsburgh

18 Cincinnati

SSA

21 Winston-Salem

22 Atlanta

23 Florida

26 Dallas

29 Richmond

WSA

58 Houston

MWSA

66 Denver

69 St. Louis

6232 Milwaukee

6332 Green Bay

6334 Sioux Falls

6336 Fargo

6338 Billings

6722 Grand Rapids

6732 Lansing

6737 Ft. Wayne

6724 Flint

Program Contact: Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

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1996 DORAL Business-Building Allocations

#	Reg/Div	# Outlets	Doral Business Building Kit	TPS Display \$\$\$
North East Sales Area				
1100	Boston	n/a	n/a	n/a
1200	NY Metro	n/a	n/a	n/a
1300	Philadelphia	n/a	n/a	n/a
1600	Buffalo	885	885	119,475
1700	Pittsburgh	529	529	71,415
1800	Cincinnati	<u>789</u>	<u>789</u>	<u>106,515</u>
	Area Total:	2203	2203	297405
Southern Sales Area				
2100	Winston-Salem	879	879	118,665
2200	Atlanta	1009	1009	136,215
2300	Florida	883	883	119,205
2600	Dallas	1256	1256	169,560
2900	Richmond	<u>852</u>	<u>852</u>	<u>115,020</u>
	Area Total:	4879	4879	658,665
Western Sales Area				
5100	N. Cal.	n/a	n/a	n/a
5400	S. Cal	n/a	n/a	n/a
5600	Seattle	n/a	n/a	n/a
5800	Houston	<u>1280</u>	<u>1280</u>	<u>172,800</u>
	Area Total:	1280	1280	172800
Mid-West Sales Area				
6200	Chicago	n/a	n/a	n/a
6300	Minneapolis	n/a	n/a	n/a
6600	Denver	615	615	83,025
6700	Detroit	n/a	n/a	n/a
6900	St. Louis	<u>824</u>	<u>824</u>	<u>111,240</u>
	Area Subtotal	1439	1439	194,265
6200	Chicago			
6232	Milwaukee	<u>94</u>	<u>94</u>	<u>12,690</u>
	Region Total	94	94	12,690
6300	Minneapolis			
6332	Green Bay	93	93	12,555
6334	Sioux Falls	75	75	10,125
6336	Fargo	118	118	15,930
6338	Billings	<u>73</u>	<u>73</u>	<u>9,855</u>
	Region Total	359	359	48,465
6700	Detroit			
6722	Grand Rapids	131	131	17,685
6732	Lansing	94	94	12,690
6737	Ft. Wayne	76	76	10,260
6724	Flint	<u>86</u>	<u>86</u>	<u>11,610</u>
	Region Total	387	387	52,245
	Area Total:	<u>2279</u>	<u>2279</u>	<u>307,665</u>
	National Totals:	<u>10,641</u>	<u>10,641</u>	<u>1,436,535</u>

51859 8184

To: Cook, Bruce A., Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Myers, Keith, McMahon, Todd, Ridge, Robert, Westenberger, R, Keeney, David, Jurgensen, Kurt T., Leonard, John M., Kight, Earl, Mota, Dinarte P., Callaghan, Stephen W., Macleod, Stephen, Derosé, Darren
From: 1610 - Buffalo ROU (BRZEZIE)
osted: 2/27/96 8:52
Opened: 2/27/96 8:52
Subject: FWRD: Corrected version of FSC-35-A

Forwarding the following - a copy of the brochure will be sent to all of you in this week's mailing. DMs/RMs - c opy of this letter & bochure will be sent to all Reps in this weeks mailing as well.

Any questions, please contact the ROU.

===== <Forwarded Letter> =====

From: rjrws/rjrpo3/davisc4
To: 1610
Subject: Corrected version of FSC-35-A
Posted: 02/26/96 22:10
Priority: Normal

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